BUSINESS AND INDUSTRIAL REVIEW

FARMER'S COOPERATIVE, Inc. — Farmville

Farmer's Cooperative, Inc. is located on W. Third in Farmville, Va. They do custom grinding. Last year they ground over 3,000 tons of home grown grains which was mixed into ground dairy, poultry and hog feed.

There is no one firm in this section of the country more widely known as extensive dealers in feed than this well known concern, which is under competent direction.

Through their straightforward and above board policies this firm has established an enviable reputation in these parts and the farmers and the people generally have come to look upon this firm as one of the prominent concerns of this section. Through their extensive dealings they have afforded the farmers of this community a most advantageous market right at their door. They bring thousands of dollars into this section each year that would otherwise go to some other center were their policies and service not so entirely satisfactory in every particular.

This well known establishment is known throughout this section as leaders in their special lines of business. The immense volume of business, the tremendous prestige of their experience of years as a prominent firm in this line, the practical knowledge that has won for them the recognition of the country at large and the patronage of thousands all add to the progress of the community in which their establishment is located.

No matter what problem you may have in feeding you will find the management can solve it for you. They are courteous and willing to give you all information both on local and foreign feeds of which they carry a complete line.

NEWAN TIRE COMPANY — Farmville

Newan Tire Co. is located at 315 W. 3rd St. in Farmville, Va. "Recap Before Mishap." This firm maintains a separate department for in-line, balance and wheel straightening in order to give customers the best service at minimum cost.

This progressive firm has won a wide reputation through expert work in recapping tires.

Throughout this section this is known as one of the firms engaged in the recapping business that has attained a position in the trade that brings an ever increasing business and as a consequence the place is the scene of a continued activity.

They have their place equipped with all the necessary machinery and expert men to do the work so you are assured of a perfect recap that will last you a long time. We learned by experience that a tire may be recapped more than once, give good service and still be as safe as a new tire and save you money, so the people who care to keep tire expenses down have them recapped more than once.

Most correct and reliable recapping is an art rather than a trade and requires a training that can only be secured by actual experience. This is why the work at this establishment is meeting with such universal favor for it is in charge of one of the most experienced recappers in the country. We wish to compliment this reliable concern upon the efficiency of the plant and to direct our readers to it when in need of good tire recapping.

ENNIS RADIO & T.V. SERVICE — Farmville

Ennis Radio and T.V. Service is located on West 3rd and North in Farmville, Va.

Need a few pointers on the care and treatment of your television set? To be sure of the best reception and performance there are some important things to consider. First: be familiar with your set. When you buy it, ask for tuning instructions—know how it works, never, undertake to do repairs and service ing yourself, it may be dangerous. Ask the man who will service the set.

No shortage in parts is predicted in the near future. It seems that you'll be able to get skilled repairs and top part replacements for a long time to come.

Let us remind you here and now, that in parts, service, sets or skilled help, there are absolutely no bargains, as anything you buy reflects the entegrity and fair trade practices of the dealer. So does buying and maintaining a television set. So, we remind you that when you buy television — buy from an established dealer whose reliability you know.

You can depend on this firm for the best in television always. They have a top selection of sets, all screen sizes and models, priced to suit your budget, and they give you first rate installation and service by trained technicians with TV know how. So help yourself to the best sets and the best service at TV headquarters.

FARMVILLE CREAMERY, Inc. — Farmville

Farmville Creamery, Inc. is located at 205 N. Virginia in Farmville, Va. Phone 55 for Ice Cream, Cottage Cheese, Milk and Butter.

This firm conducts one of the most modern and sanitary dairies in the State and earnestly invites you to visit their plant and see why their milk is so well liked by the grown-ups as well as the kiddies.

People of this community have come to depend upon this progressive firm for their Dairy Products, knowing that they will be of the very best quality.

A visit to the plant is very interesting to the uninitiated. Their business has increased so rapidly and improvements have been made from time to time that today they have a model industry. Everything in the plant is kept scrupulously clean as it is the policy of the institution not only to produce products that are as near an approach to the acme of perfection as modern machinery and up-to-date methods will permit.

Many mothers of so-called bottle-fed babies highly praise the energizing contents of this dairy's milk.

The milk furnished by this dairy is properly pasteurized through the State Board of inspection.

This well-known concern has been closely allied with the business interests of this section of the State for some time and has been instrumental in the upbuilding of this section of the country and the institution should receive the patronage of the entire people.

Boxwood Tourist Court & Restaurant — Farmville

Boxwood Tourist Court and Restaurant is located on Route 6 in Farmville, Va. "Good Food and Quiet Rest." Phone 3027-J.

The automobile has changed many things in life and with its ever increasing numbers the question of the uptown hotel for the motorist becomes more and more impossible. The need of the day has been met in this section by this modern tourist park.

In ancient times walls were placed around the city to keep the stranger out, while today the density of traffic, the numerous traffic officers who are continually on the look-out for citizens making left-hand turns and the scarcity of parking places, all are contributing factors to make motor life in the heart of the city unbearable.

The management of this popular tourist court, seeing the opportunity of the day, has established a motor court that is a real home both for the car and the family. You can drive in here and unload. There is plenty of room to park. The cottages are real homes and have a lot of pep to them in the way of artistic effect. Each cabin is comfortably equipped. Everything is furnished and ready to set up housekeeping. They are prepared to adequately look after the needs of all tourists and motorists.

We are pleased to point to this tourist court as one of the unusual features of the life in this section of the state.

TIBBS DIESEL SHOP — Lynchburg

Tibbs Diesel Shop, located at 903 Buchanan, in Lynchburg, Va., specializes in repairing of Diesel Engines and tractors. R. A. Tibbs, owner and manager. Phone 2-4281.

This concern features a complete service in these lines, making their establishment the repair shop of Diesel engines and tractors in this section of the state. Their shop is conveniently located and large enough to look after your works in all surrounding territory. This modern repair shop is one of the leading concerns of this part of the state and enjoys a large and well satisfied patronage in this section.

Tibbs Diesel Shop is known throughout this section as a prominent firm in the business. This section is indeed fortunate to have such a progressive firm to serve us in repairing of tractors and Diesel Engines for it helps keep your tractors and Diesel engines in perfect repair and adds in no little way to the progress and prosperity of the community.

If you need your tractor repaired or diesel engine repaired telephone this firm or come by and see them and we are sure you will be satisfied with their services.

Tibbs Diesel Shop invites you to make their shop your headquarters when in town. If you do not know the manager drop in and get acquainted for they dispense genial hospitality.

Crutchfield Cleaners & Dyers — Lynchburg

Crutchfield's Cleaners and Dyers is located at 12th and Harrison in Lynchburg, Va.

This concern features prompt and reliable service in dry cleaning.

The efficient service has made good their slogan, "Our Customers are always right." That is why their service is sought by the most particular people. Where each and every garment is carefully cleaned, faultlessly pressed, and thoroughly examined before delivery to you. You will find, there is a difference.

Neat clean wearing apparel will win admiration from everyone. Nothing detracts so much from your personal appearance and even character than stains and spots in your garments. This cleaning company is always at your service to put your clothes in the finest condition. No article too fine or too difficult for them to handle. They have every facility to turn out their services because they do just high grade work. You can rely on their services because they do just what they say. Their policy is to render this community cleanrite service and give you additional months of satisfactory wear at small cost. Their plant is the most perfect and modern in this section.

We do not hesitate to recommend this firm to anyone who has work to be done.

MITCHELL GARMENT COMPANY — Farmville

Mitchell Garment Co. is located at North and Third in Farmville, Va. and are manufacturers of Lovely Dresses.

This modern and progressive firm is a Twentieth Century industry under the able direction of men who have always had at heart the best interests of the community in which their valued enterprise is located and one of the firms that keeps the wheels of progress turning in this section.

This is one of our most flourishing industries and a fully worthy of more than passing notice at our hands, for not only is it one of the leading concerns engaged in its especial field of endeavor in the country, but their product has gained a wide reputation for general excellence and are considered a standard among the trade in the country over.

We could write many columns and then not tell you of all the good that this modern industrial concern has done for this section. It has become so much a part of the every day life of the people of the community that many have come to regard it as a "matter of course." It is well to pause occasionally and consider what they mean to us.

In this review of our onward progress we cannot fail to compliment this modern establishment upon the manner in which it conducts its industry and to say it has been a decided factor in the industrial life of the community.

L. W. Wells Real Estate & Insurance — Lynchburg

L. W. Wells Real Estate and Insurance is located at 1025 Church St. in Lynchburg, Va. Dial 6-2768. This concern operates one of the most progressive Real Estate and Insurance agencies in this part of the state.

This concern operates one of the most progressive real estate agencies in this part of the State. Through their reliability and straightforward methods they have attracted new capital to the community.

Real estate is always a common sense investment. Whether it is a lot, a house, or a farm you will find that money carefully invested in property listed by this real estate firm will net you a tidy sum over a period of years.

Then too, there are many that find life in the city or town irksome and confining and wish a small place in the country where they can have their gardens and enjoy the peace and quietness that comes of a home in the country. Or, it may be a ranch or larger tract of land that is desired. Re, gardless of the size of the pocketbook this firm can meet the demands.

Because of their clean-cut methods of handling all business that passes through their hands they have many satisfied clients and the number is steadily increasing. They are business men who are right here at home and as neighbors they solicit your patronage on the most favorable terms.

Regardless of what you have in mind that comes within the province of real estate, you will find you have placed the matter in most competent hands if you consult this progressive company.

Proehls Garage and Wards Road Motor Sales

Proehls Garage and Wards Road Motor Sales is located on Wards Road, Lynchburg, Va. Phone Lynchburg 2-5011. The Wards Road Motor Sales in order to be of further service to the people of this section have secured the sales and service of all makes of fine used cars. If your favorite make is not immediately available for delivery, please be patient and remember they are worth waiting for.

No matter what the make or reputation of the new car may be, the years of service obtainable by the owner will depend upon the class of service it receives at the hands of the automobile mechanic. Sooner or later every car will need repairs. The careful autoists will not even wait until his car suffers a break, down. He will have it given a thorough inspection or overhauling at regular intervals.

What a satisfaction it is to know that in the event such a time arrives when the car is in good hands, and that when delivered it will do all that the auto mechanic claims for it. It is just this guarantee of good workmanship that has been responsible for the name enjoyed for several years by one of the busiest automobile repair and service shops.

This progressive firm does all kinds of automobile repair overhauling work.

Service is not an idle boast. It is the result of years of good workmanship done by men of recognized skill. Experienced automobile mechanics are employed at this concern to assure the best in riding comfort and ease of control. It is a favorite stopping place for autoists desiring immediate car attention, in addition to its large list of regular patrons who know that service at this prominent garage stands for the best obtainable.

PASTRY SHOP — Lynchburg

Pastry Shop is located at 610 5th St. in Lynchburg, Va. Their products are delivered all over the community and the patrons of this section will find their service prompt and efficient as well as pleasant and courteous.

This modern bakery establishment produces high grade bakery products which have been of such uniform quality that the housewife has learned to demand them.

This well known concern is one of the most prominent in this section of the State. Its plant is modern and up-to-date in every particular and sanitary throughout. The business is conducted along progressive lines and we are proud to say it is a credit to this part of the State.

To be able to make certain of getting absolutely good bakery goods is a boon to the city. At this plant the most healthful ingredients are used in the process of manufacture. Analysis has proven them to be absolutely free from anything injurious; consequently they are not only health giving but are health protecting.

A visit to the plant of this establishment is very interesting. Their business increased so rapidly that improvements have been made from time to time until today it is a model industry. Everything in the plant is kept clean as it is the policy of this institution not only to make bakery goods that will pass inspection, but to turn out products that are as near an approach to the highest perfection that model machinery and up-to-date methods will permit.

If the public could only comprehend how these products are manufactured by this company, could only understand how absolutely pure and health-giving they are, there would not be a family in the vicinity who would not be a patron of this concern.

Their bakery products are very popular in the community, being the very best that the market affords.

Basil L. Ferrell General Contractor — Lynchburg

Basil L. Ferrell General Contractor is located at 4 King St. in Lynchburg, Va. Dial 2-7821. Basil L. Ferrell, manager and owner. They specialize in building, repairing, remodeling and altering—residential, industrial and commercial.

Nothing is more important in letting a contract for building and construction generally than the reputation of the man who bids for your work. Many of the fine structures you see throughout the country were not erected by the lowest bidder, but the man who had the reputation on adhering to specifications and lending the advice of his years of experience. To perform a task just a little better than is required will secure for anyone, particularly a contractor, a recognition that will carry him far.

This very progressive firm are leading contractors of the section, and perform a creditable and satisfactory service in the building and general construction line.

The prospective builder will find there a fund of information and advice that is most helpful and this will be given him in such a manner that it is at once clear and concise and intelligible to the layman. Working on the plans of as many architects as they do they naturally become familiar with the favored plans of each one, and are frequently able to suggest a change here and there that make for improvement. Their wide experience makes this advice most valuable and many clients consult them before making even a tentative plan for any building project.

There are many public and private buildings throughout the state in this area that are milestones of this firm's successful career. The success of such concerns as this mean much in the development of this section.

W. O. TAYLOR LUMBER CO. — Lynchburg

W. O. Taylor Lumber Co. is located at 1310 Commerce St. in Lynchburg, Va. Dial 2-1781 for millwork and a complete line of builders supplies—glass, paint, roofing, cement, plastic tile and siding.

It is a well known fact that there is no one in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment witnesses continued increase in the number of its patrons.

This company is known throughout the community as the leader in the building material business. The tremendous prestige of their great volume of business, the experience of years as the prominent firm in this line, the practical knowledge that has won for them the recognition of the country at large and the patronage of thousands all add to the progress and prosperity of the community in which their large and modern establishment is located.

If you want anything in his line, telephone them, call at their establishment, or write them and when you have decided what you need you can depend on it that this well known firm will see that you get it.

With the business acumen and foresight which has won such wide popularity and patronage for the firm in the past, the management has anticipated the needs and demands of the people of this section of the state, and this establishment is one of the busiest spots in this community. This firm still speeds, allays in rendering individual service to every patron.

It is to your advantage to transact business with them in the builder's supply line.

MARTIN, THE JEWELER — Farmville

Martin, The Jeweler is located at 123 N. Main in Farmville, Va.

This is one of the progressive and reliable institutions, modern in every respect and are headquarters for suitable presents for every occasion, enjoys a large and well merited clientile from all surrounding territory.

This is one of the most progressive establishments of this section that is known as one of our most efficient and reliable stores.

As this season of the year this popular store is especially prepared to serve the trade in the way of gifts and we wish to suggest that the problem of what to give will be readily and satisfactorily solved by a visit to this complete store.

Whether selecting Jewelry for yourself for a gift or for some other occasion you will find when you make your choice you will not only be pleased with taste but will be selecting something that will give pleasure for years to come.

Taken all in all this jewelry establishment is one of the most modern and up-to-date establishments of this section that has always been headquarters for the most reliable jewelry in this section. The personnel of this establishment is a direct reflection of the management, who always insist that they serve the public with the best of high-grade jewelry.

MASON HATCHERY — Lynchburg

Mason Hatchery is located at 804 Dinwiddie in Lynchburg, Va. and specializes in Parmenter Rhode Island Reds, commercial layers. They are the largest producer of Parmenter Rhode Island Reds in Virginia.

This establishment is one of the largest and most scientific hatcheries in this part of the country. They produce only healthy, sturdy chicks that are profitable to poultry raisers. That is why their chicks are preferred by thousands every year. The high standard of quality maintained by this company has made an enormous demand for their baby chicks, increasing every year.

Their chicks come from thoroughbred stock. Hatching eggs from such stock is bound to produce high grade, sturdy chicks that will be money makers for the poultry raisers. When you are in the market for baby chicks see this firm.

Their chicks are hatched by the most modern, scientific methods. Proper ventilation, air circulation, temperature, everything is taken into account and properly looked after so as to produce strong, healthy chicks that will be money makers.

They are producers of the best, healthy, sturdy chicks on the market today. The development of the poultry raising to a science has created a demand for such chicks. It has been amply proven that chicks hatched under scientifically governed methods are the real profit makers.

We wish to compliment this establishment upon their progressive business methods and urge our readers to consult with them on all matters relating to baby chicks.

BLAND FUNERAL HOME — Farmville

Bland Funeral Home—"The House of Service"—is located at 413 Ely in Farmville, Va. Phone 64.

They offer the very finest motor equipment. Truly a most Metropolitan service rendered by men who are most eminent in their profession.

There is no vocation requiring a greater natural aptitude than that of the modern funeral directors and this particularly applies to this well known representative of this valued profession. Through untiring efforts and commendable methods they have progressed from a modest beginning until today they possess a clientile that extends over many miles of territory.

As is well known they are recognized as among the most progressive and conscientious in this line in this section and this distinction well merited, as the excellent service that they render in the practice of the profession will testify.

It may be truly said that in all in this section engaged in the various profession of which one is an able exponent has given the profession closer study or is better equipped from every standpoint to carry all of the work attended upon the calling.

It is eminently proper in this review that we give them special mention as among our highly eminent and useful citizens.

Brooks Venetian Blind Manufacturing Company

Brooks Venetian Blind Manufacturing Co. is located on Leesville Road, Lynchburg, Va. You can save money on your venetian blinds by buying them from the manufacturer. This firm manufactures Aluminum Blinds with plastic cords and Flexalum tape. Call 7-2330, collect, for free estimates. Dependable Service, Beautiful Blinds always.

This modern and progressive firm offer an excellent service to the people of this section. Their prices are always right, and the firm is under very able management.

There is no one firm that has done more for this section. They carry a large stock of practically everything in this line. The experience of the management has enabled them to offer the very best grade of stock and this establishment is a credit to the community.

ST. JOHN'S NURSING HOME — Lynchburg

St. John's Nursing Home is located at 3500 Powhatan, one block off Campbell Ave. in Lynchburg, Va. Dial 2-7797. They cater especially to the aged, offering twenty-four hour nursing service, state and city approved, modern hospital wards, private and semi-private rooms, excellent food, and three exits on each floor.

When you are worn out and nervous or have poor circulation or similar disease prevent you from enjoying health there is no other treatment that will bring relief and final freedom from illness than a rest at this modern, up-to-date convalescent home.

They make you feel at home here. Immediately upon entering the office there is a spirit of real hospitality and home-like atmosphere of comfort and content. Quite unobtrusively, considerably yet efficiently served by a family of capable employees and executives, everything is monionsly together, your in all year out, with just one object in the good will and satisfaction of the guest, through that "Nurse an ounce of much trouble kind of arms".

Thus, in this broad and comprehensive review of our community progress, telling as it does of the most worthy institutions of the community we would not deem it complete edition complete without mention of this convalescent home which stands for the community in general as the any convalescent home could in a community in the eyes of a stranger as he enters the city.

J & B DISTRIBUTING CO. — Lynchburg

J & B Distributing Co. is located on Carrollton Road, Lynchburg, Va. Dial 2-5341. Joseph H. and Bailey W. Skinner, managers and owners. This firm are distributors of Miller High Life and Gutter Premium Dry Beer.

For a radius of many miles the products of this establishment are recognized as a standard of quality and everywhere they are used there is an air of sociability and good cheer.

Brewed from the finest malt and hops, the beverages distributed by this concern are constantly in demand. Beverages are wholesome and delicious and through the special process which the producers use, the full strength of the malt is extracted, adding of course to the quality of the beverage.

Beverages are a delightful accompaniment to a meal or to a social time. The flavor is as true as the "old time taste" and the product has a "body and bead" that commends it favorably of these products before governmental regulations as to their content.

All first class dealers stock and this section handle these products, and if you want a drink that is both delicious and satisfying when you are ordering you should specify one of these brands. These products are always in demand by people who enjoy quality.

We are glad to recommend this progressive concern, and to the excellent brands of beverages to the public.

MARTIN & CARTER — Lynchburg

Martin and Carter, located on Fort Ave. Ext. in Lynchburg, Va., have been in business over 40 years. Phone Lynchburg 7-2486.

Shabby, worn floors will mar the appearance of any room and detract from the beauty of furnishings, whether they be the most simple variety or in the luxury class. Especially in homes that have been built for some years, floors often detract to the point of causing a restlessness with everything one owns.

Clean, smooth floors can now be had through their methods in a short time without cluttering up your home with a lot of workmen and without the confusion and heavy expense that results from the old method of hand scraping. However, hundreds of home owners who have these floor conditions to alleviate from year to year think they are something special because they cannot afford

floors.

To scrape and finish a floor is a long procedure and in most instances we grow tired of the job before it is half finished. Before facing the floors by their method means the disappearance of the ugly spots, the removal of scratches or varnish and then they go on to finish as you like. It takes but a short time to do the work and you have floors returned to their brightness and soft lustre and the satisfaction in return is the same as though you had a new floor laid but without the expense.

We Extend Our Congratulations To

LIN-BAR DRESS CORP.

and

International Ladies' Garment Workers Union

J. E. Jamerson & Sons *General Contractors*

Appomattox Hardware Co.
Electrical Contractors

A. P. Seay & Associates
Painters

R. L. Burke, Jr.
Plumbing Contractor

Hi-Way ServiceStation
Your Amoco Dealer

COOPERATION

Is The

AMERICAN WAY

LIN-BAR DRESS CORPORATION

Appomattox's Newest Factory

INTERNATIONAL LADIES' GARMENT WORKERS' UNION